

ORDER



KSNV

Orders

Order / Rev: 102137
 Alt Order #: 06815981
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2214
 Flight Dates: 11/05/12 - 11/06/12
 Original Date / Rev: 05/24/12 / 09/19/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Strategic Media Placement, Inc.
 Buying Contact:
 Billing Contact:
7669 Stagers Loop
Delaware, OH 43015

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Heck, Joe for Congress *Revised*
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/06/12 | 31 | \$17,015.00 | \$14,462.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|---------|--------------|-------------|--------|
| November 2012 | 31 | \$17,015.00 | \$14,462.75 | 0.00 |
| Totals | 31 | \$17,015.00 | \$14,462.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|-------------|
| KSNV | 37% | \$17,015.00 |
| Market | 100% | \$45,986.49 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 27% | \$12,416.35 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 20% | \$9,197.30 |
| KTUD | 0% | \$0.00 |
| KVVU | 16% | \$7,357.84 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------|------|-------------------|-----------------|------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|------------|
| E 1 | KSNV | 11/05/12 | 11/06/12 | M-F 5-6a WakeUp w/WagM | 5-6a | | MT----- | :30 | 4 | \$400.00 | 1 | 0.00 | NM | 4 | \$1,600.00 |
| M-F 5-6a WakeUp w/Wagners | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | 4 | | \$400.00 | | 0.00 | | | | | |

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|-----------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 11/05/12 | 11/06/12 | M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners | CM | 5-6a | MT----- | :30 | 4 | \$400.00 | 1 | 0.00 | NM | 4 | \$1,600.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$400.00 | | 0.00 | | | |
| E 2 | KSNV | 11/05/12 | 11/06/12 | M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners | CM | 6-7a | MT----- | :30 | 4 | \$725.00 | 1 | 0.00 | NM | 4 | \$2,900.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$725.00 | | 0.00 | | | |
| E 3 | KSNV | 11/05/12 | 11/06/12 | Today Show Today Show | CM | 658a-9am | MT----- | :30 | 4 | \$900.00 | 1 | 0.00 | NM | 4 | \$3,600.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$900.00 | | 0.00 | | | |
| E 4 | KSNV | 11/05/12 | 11/06/12 | M-F Today Show II 3rd H M-F Today Show II | CM | 9-10a | MT----- | :30 | 4 | \$425.00 | 1 | 0.00 | NM | 4 | \$1,700.00 |
| TODAY II | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$425.00 | | 0.00 | | | |
| E 5 | KSNV | 11/05/12 | 11/06/12 | M-F Today Show III 4th H Today 4th Hour | CM | 10am-11am | MT----- | :30 | 4 | \$325.00 | 1 | 0.00 | NM | 4 | \$1,300.00 |
| TODAY III | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 4 | \$325.00 | | 0.00 | | | |
| E 6 | KSNV | 11/05/12 | 11/06/12 | Noon News Noon News | CM | 12-1230pm | MT----- | :30 | 2 | \$425.00 | 1 | 0.00 | NM | 2 | \$850.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 2 | \$425.00 | | 0.00 | | | |
| E 7 | KSNV | 11/05/12 | 11/05/12 | Dr. Phil Dr Phil | CM | 3-4p | M----- | :30 | 1 | \$450.00 | 1 | 0.00 | NM | 1 | \$450.00 |
| PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 8 | KSNV | 11/05/12 | 11/05/12 | M-F Early News M-F Early News | CM | 5-630p | M----- | :30 | 3 | \$575.00 | 3 | 0.00 | NM | 3 | \$1,725.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 3 | \$575.00 | | 0.00 | | | |
| E 9 | KSNV | 11/05/12 | 11/05/12 | M-F Jeopardy M-F Jeopardy | CM | 630-7pm | M----- | :30 | 1 | \$795.00 | 2 | 0.00 | NM | 1 | \$795.00 |
| JEP | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$795.00 | | 0.00 | | | |
| E 10 | KSNV | 11/05/12 | 11/05/12 | M-F Wheel M-F Wheel of Fortune | CM | 7-730pm | M----- | :30 | 1 | \$795.00 | 2 | 0.00 | NM | 1 | \$795.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$795.00 | | 0.00 | | | |
| E 11 | KSNV | 11/05/12 | 11/05/12 | Face to Face w/ Ralston Face to Face w/ J.Ralston | CM | 730-758pm | M----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 12 | KSNV | 11/05/12 | 11/05/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | M----- | :30 | 1 | \$575.00 | 3 | 0.00 | NM | 1 | \$575.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$575.00 | | 0.00 | | | |
| E 13 | KSNV | 11/05/12 | 11/05/12 | | CM | 1135p-1237a | M----- | :30 | 1 | \$275.00 | 2 | 0.00 | NM | 1 | \$275.00 |

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|----------------|----|-------------------|-----------------|------------------|-------|-------------------|------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
| | | | | The Tonight Show | | | | | | | | | | | |
| | | | | Tonight Show | | | | | | | | | | | |
| LENO | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/05/12 | | 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$275.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 31 | \$17,015.00 |